



## Partner Program Details

New York | Mexico | Panama | Nairobi | London | Dubai | New Delhi | Singapore | Sydney

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## Program Details

The CitiXsys Partner Program is a robust, evolving program, intended to support and grow both existing and new channel partners. The four key components of the program are:

Partner program members are able to use the CitiXsys Knowledge Portal for information on CitiXsys products and services and raise queries that are answered within 24 hours. This turnaround time is as per the SLA between the Partner and CitiXsys.

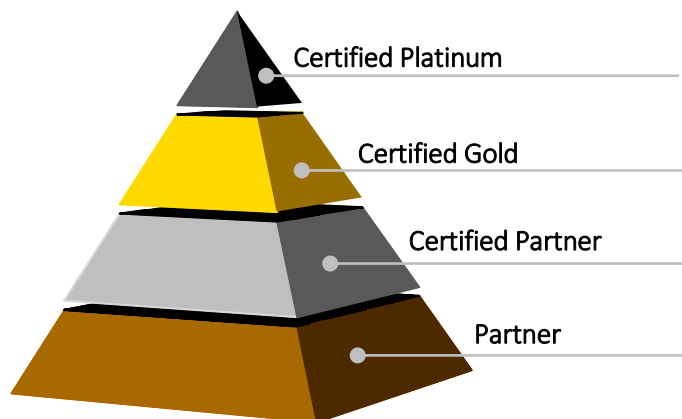
To participate in the program and depending on the chosen partner type, a partner must commit to completing within 3 months the sales and implementation training modules, and be approved by the CitiXsys Channel Field Sales team and the corporate offices. All applications will be reviewed for merits of the application, and business profile.

There are multiple levels of partnerships that have been established with varying degrees of revenue earning potential. The CitiXsys Partner Program enables companies to make the most of the opportunities available in the marketplace. A Partner can choose to operate with CitiXsys at different partnership levels depending on their business objectives. Our mission is to help Partners achieve their business goals by offering innovative, best-in-class software, consulting and services.

### Our Partner Program includes:

- Partner
- Certified Partner
- Certified Gold Partner
- Certified Platinum Partner

Partner status in the CitiXsys partner program will be based on revenue as well as other factors, such as number of certified individuals, marketing activities and business plan.



4 Partnership Levels

Defined deliverables at all levels

Margins grow with

- Net to CitiXsys Revenue
- No. of certifications

License margins available to the partner will be a percentage of the revenue achieved from license sale. A partner will receive a margin on the End Customer price of the software and percentage of maintenance and support based on their year on year revenue performance. If a partner would like to provide feedback or ideas for additional program elements, they can send an e-mail to [partners@citixsys.com](mailto:partners@citixsys.com).

## Partner

Partners are recognized and authorized to represent CitiXsys as an identifier of new business opportunities. Being authorized representatives of CitiXsys and CitiXsys Line of Integrated Solutions, they identify a potential customer, position the application and enable CitiXsys to manage the sales process the margins for such partners are less than the margins offered to the other partner categories.

### How to become a Partner

To be accredited as a CitiXsys Partner, the partner will need to:

- Sign up for the CitiXsys Partner Program
- Have at least one sales person take and pass the online Sales enablement exam

## Certified Partner

Certified Partners are responsible for the management of the entire sales process for the CitiXsys Line of Integrated Solutions. This includes lead generation, lead qualification, arranging software demonstrations and assisting prospects through the sales cycle. Certified Partner is required to undertake the implementations of the CitiXsys Line of Integrated Solutions.

Certified Partners focus and invest efforts in Marketing, Sales, Implementation and Support of CitiXsys Line of Integrated Solutions.

### How to become a Certified Partner

To be accredited as a Certified Partner, the partner will need to:

- Sign up for the CitiXsys Partner Program and execute the CitiXsys Reseller Agreement
- Within 3 month of the sign-up have one sales and one Implementation consultant who has taken and passed the online exam on the CitiXsys Line of Integrated Solution.

### What is expected of a Certified Partner

- Marketing investment to generate sales leads
- Manage the entire sales process for the CitiXsys Line of Integrated Solutions, may be supported by CitiXsys during the early stages of the partnership
- Implement the product and organize training for end users
- Provide Level 1 and Level 2 support for CitiXsys Line of Integrated Solutions

### What are the benefits of being a Certified Partner

- Access to leads generated by CitiXsys (discretionary)
- Access to co-marketing funds (discretionary)
- Access to the CitiXsys knowledge base
- Access to local resources to help generate and close business
- Free initial training

## Certified Gold Partner

Certified Gold Partners are required to maintain a high level of commitment with CitiXsys. At this level partners manage the complete sales process cycle and engage directly with an opportunity.

### How to become a Certified Gold Partner

To be accredited as a Certified Gold Partner, the partner will need to:

- Sign up for the CitiXsys Partner Program and execute the CitiXsys Reseller Agreement
- Generate \$50,000 per year of net license revenue to CitiXsys
- Gain at least 5 new customers per year
- Have one Certified Sales and two Certified Implementation consultants take and pass the appropriate online exam on the CitiXsys Line of Integrated Solution

### Certifications

CitiXsys Sales Consultant	Qty. 1
CitiXsys Implementation Consultant	Qty. 2

### What is expected of a Certified Gold Partner

- Marketing investment to generate sales leads
- Manage the entire sales process for the CitiXsys Line of Integrated Solutions
- Implement the product and organize training for end users
- High level of customer satisfaction and reference-able customers
- Provide Level 1 and Level 2 support for CitiXsys Line of Integrated Solutions
- Maintain certification requirements

### What are the benefits of being a Certified Gold Partner?

- Access to leads generated by CitiXsys (discretionary)
- Access to co-marketing funds (discretionary)
- Access to the CitiXsys knowledge base
- Access to local resources to help generate and close business

## Certified Platinum Partners

At this highest level of partnership, Certified Platinum Partners create a business model around CitiXsys line of integrated solutions.

### How to become a Certified Platinum Partner

To be accredited as a Certified Platinum Partner, the partner will:

- Fulfill all the requirements of a Gold Certified Partner
- Have to achieve a Net to CitiXsys revenue target of USD 150,000
- Minimum of 9 customers adds per year
- Have Consultants certified as below;

### Certifications

CitiXsys Sales Consultant	Qty. 2
CitiXsys Implementation Consultant	Qty. 4

### What is expected of a Certified Platinum Partner

- Joint business planning and high level of co-operation to drive revenue
- High level of customer satisfaction and reference-able customers
- Marketing investment to generate sales leads
- Manage the entire sales process for the CitiXsys Line of Integrated Solutions
- Implement the product and organize training for end users
- Provide Level 1 and Level 2 support for CitiXsys Line of Integrated Solutions
- Maintain certification level requirements

### What are the benefits of being a Certified Platinum Partner

- Priority to leads generated by CitiXsys
- MDF of 5% on net license sales
- Priority to co-marketing funds
- Priority to regional events and resources to support events
- Priority to press release activities
- Access to the CitiXsys knowledge base
- Partner Account manager

## Disclaimer

We welcome user comments and reserve the right to revise this publication and to make improvements or changes to the products and programs described in this publication at any time without notice and without incurring liability.

## Trademarks

CitiXsys and the CitiXsys logo are the trademarks of CitiXsys Technologies Ltd. All other product names used herein are trademarks or registered trademarks of their respective owners.

## Contact Us

<b>Americas</b>	<b>Latin America</b>
<b>Jeff Nauman</b> Manager - Channel Sales T: 1 630 697 1315 E: jeff.nauman [at] citixsys.com	<b>Fernando Arana</b> Sales Manager T: 52 1 33 14259198 E: fernando.arana [at] citixsys.com
<b>Australia</b>	<b>UK &amp; EMEA</b>
<b>Paula Goncalves</b> VP-Large Enterprise(Retail) T: +61 414 264 433 E: paula.goncalves [at] citixsys.com	<b>Maher El Issaoui</b> Regional Channel Sales Manager T: 971 5045 60460 E: maher [at] citixsys.com
<b>India &amp; Southasia</b>	<b>APAC</b>
<b>Manish Chaturvedi</b> VP – Product Marketing T: 91 9910381523 E: manish.chaturvedi [at] citixsys.com	<b>Lionel Low</b> Channel Business Manager T: 65 9145 4464 E: lionel.low [at] citixsys.com



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